

MARKETING & COMMUNICATION | COURSE BROCHURE

Sales Management and Sales Team Leadership

5 days | Classroom training | English

SMART HORIZON

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The Netherlands

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Course content

Why attend

Sales managers drive results through their teams. This course covers sales strategy, territory and account planning, recruiting and onboarding, coaching, performance management, pipeline and forecast management, incentives and motivation, and sales technology.

Great salespeople do not always become great sales managers. This course gives you the leadership and management tools to build a high-performing sales team.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses case studies, coaching role plays, pipeline reviews and planning workshops.

Course objectives

By the end of this course, participants will be able to:
• Develop sales strategy and plans
• Design territories and coverage models
• Recruit, onboard and develop salespeople
• Coach for sales performance
• Manage pipeline and forecasts
• Design incentives and motivate teams

Target audience

This course is suitable for:
• Sales managers and team leaders
• Newly promoted sales leaders
• Sales directors
• Business development managers
• Commercial managers



Course content

Target competencies

Participants will develop competencies in:

- Sales strategy
- Territory planning
- Sales coaching
- Pipeline management
- Forecasting
- Sales motivation

Course outline

Day 1: Sales Leadership

09:00–09:54	Role of the sales manager
09:54–10:48	Sales strategy
10:48–11:00	Market and customer focus
11:00–11:30	**Coffee break**
11:30–12:12	Market and customer focus (continued)
12:12–13:06	Sales culture
13:06–14:00	Exercise: Sales team assessment

Day 2: Planning and Coverage

09:00–09:54	Territory design
09:54–10:48	Account segmentation
10:48–11:00	Capacity planning
11:00–11:30	**Coffee break**
11:30–12:12	Capacity planning (continued)
12:12–13:06	Sales targets
13:06–14:00	Workshop: Territory plan



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Day 3: Building the Team

09:00–09:54	Recruitment
09:54–10:48	Onboarding
10:48–11:00	Coaching
11:00–11:30	**Coffee break**
11:30–12:12	Coaching (continued)
12:12–13:06	Development plans
13:06–14:00	Role play: Sales coaching

Day 4: Pipeline and Forecasting

09:00–09:54	Pipeline stages
09:54–10:48	Pipeline reviews
10:48–11:00	Forecasting methods
11:00–11:30	**Coffee break**
11:30–12:12	Forecasting methods (continued)
12:12–13:06	CRM discipline
13:06–14:00	Exercise: Pipeline review

Day 5: Performance and Motivation

09:00–09:54	Performance management
09:54–10:48	Incentive design
10:48–11:00	Recognition
11:00–11:30	**Coffee break**
11:30–12:12	Recognition (continued)
12:12–13:06	Sales technology
13:06–14:00	Capstone: Sales management plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,890.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Barcelona Confirmed dates	24 May 2027	28 May 2027	**€2,840.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online